

Consumer Motives Towards Online Shopping Before and During COVID 19

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Abstract

Many researchers attracted to analyse consumer motives toward online shopping platform in last decade. Especially on how the linkage between purchase motivations (utilitarian or hedonic) to purchase decision on online shopping platform. However, there was no specific indications on changes in consumer motives on their purchase decisions before and during COVID-19 pandemic toward online shopping. In this paper will explore further about the shopping motives, and purchase decisions of online shoppers before and during pandemic. Data collection will be conducted through online survey to the group of online shopper/consumer in Greater Jakarta as capital city of Indonesia. It will be tested by analytical technique with multiple regression. The result indicated that the effect of convenience factors (utilitarian) toward purchase decisions was higher during pandemic than before pandemic, meanwhile the effect of brand image toward purchase decisions was lower during pandemic than before pandemic..

Keywords: Online Shopping; purchase decisions; consumer motives; purchase decisions; COVID-19 pandemic

1. Introduction

On March 2nd 2020, Indonesia's government has announced the first case of COVID-19 in Indonesia, and followed by the World Health Organization (WHO) on March 11th 2020 has announced a pandemic of the highly transmissible coronavirus diseases or COVID-19 (WHO, 2020a, b, c, d, e), confirming its widely spread. Since then, many governments have taken some action and measures that effecting people movement and interaction. Social distancing, regional lockdown and entire country lockdown has been widely applied. This public health strategy has limit people interaction in order to reduce the transmission and spread of coronavirus. School, universities, markets and public facilities are shutting down, in some cases especially traditional market and supermarket are still operating with high safety and health precautions, limiting operation hours and number of visitors.

These aspects have dramatically changed how consumers are fulfilling their essential and non-essential needs (apparels, electronics, furniture, etc). One of obvious consumer's reaction is to limit their physical movement by utilizing online shopping platform. As mentioned by Stearns (2003) In nature consumer motives are dynamic depending on consumer culture, social, personality, condition and psychology. This COVID-19 pandemic situation forces offline shoppers migrating to online shopping platform (Nielsen, 2020), furthermore existing online shoppers has moved their buying frequencies, their buying process, motives, product references and purchase decisions.

Many studies have been conducted dealing with online shopper's motives; however, none of them has been specifically investigating changes of motives and purchase decisions before and during COVID-19 pandemic.

Kuswanto (2019) analysed factors effecting online shopping behaviours for Indonesian students, while Dharmesti (2019) focused on understanding shopping behaviours and purchase intentions amongst millennials in Australia & USA. Naeem (2020) discussed on understanding customer psychology of impulse buying during Covid 19, and Anastasiadou (2020) investigated the COVID-19 effects on consumer behaviour and supermarket activities in Greece and Sweden.

In this paper, we want to explore on how consumer motives change toward online shopping in Greater Jakarta before and during COVID-19 pandemic. The study contributes to the strategic of online seller (product and brand owner) on what, whom, how, when and where are their products suitable to be offered for better sales result during pandemic. Furthermore, online platform could come up with better service and experience for their users.

2. Literature Review

2.1 Shopping motivations

As in Maslow's pyramid, shopping motivations for products/services can be differentiated from utilitarian and hedonic motives (Dhar and Wertenbroch, 2000; Okada, 2005).

2.1.1 Utilitarian motivation

Utilitarian motivations have been described as instrumental, oriented toward purposes, and taking place according to the applicability and usability of the product (Dhar & Wertenbroch, 2000). It can be seen from motivation related to tasks, product-oriented, rational, and extrinsic then it can also be related to need, not for recreation, and to evaluate work performance (success, achievement) such as intentionally buying a product to get efficient (Karim et al., 2003). Time pressure has greater effect on utilitarian choices, avoiding purchase delay, increases utilitarian motivation, causing individuals to assign more value to the most important attributes of the product (Chang and Chen, 2015). Utilitarian services (e.g., banking, car wash) are functional and helpful, and their consumption is primarily outcome-oriented (Collier et al., 2014; Dhar and Wertenbroch, 2000). Utilitarian lead to cost savings and convenience (Rahman et al., 2018).

2.1.1.1 Price promotions

Price promotions is defined as the extent to which represents consumers' perception of external market conditions and inherent with consumer characteristic, that is, self-perception of how their purchases is actually influenced (Oh, 2009). Price perceptions like discounts, promotion offers and loyalty cards affect positive attitude toward shopping intentions (Zielke, 2010; Khare et al., 2014). Monetary promotions are more attractive than nonmonetary promotions for task-focused shoppers otherwise for experiential shoppers monetary and nonmonetary promotions are comparable attractive (Buttner et al., 2015). In order to promotion design as marketing activity, single's day promotion give less attention to consumer purchases behaviour than promotion that consumers can plan for in advance (Wang et al., 2019). The extensive price promotions at stores could increase spending especially on holiday (Oh, 2009). Consumer also preferred discount over free gift and higher discount level over lower discount level regardless of the presence of a pre-purchase goal (Xia, 2009). Promotion program is one of the right methods to attract purchasing decisions because consumers can read and understand price promotion information, while 87% have the ability to calculate and perform basic calculation tasks correctly, using information on price promotion signage (Tan, 2016).

2.1.1.2 Convenience

Service convenience is considered to be a significant part of the non-monetary value of a consumer service offering and can push customer satisfaction (Chen, 2011; Chang, 2010; Colwell, 2008). Convenience can also be affected by shopping productivity by reducing the costs of shopping, as convenience triggers both positive hedonic and utilitarian value, leading to customer satisfaction, and ultimately some important retail outcomes (Elizabeth et al., 2014). Convenience can give more advantage on consumer behaviour rather than time saving and money saving in high-tech products and services such as tourism mobile apps (Xu et al., 2019). Locational convenience refers to a customer's perception of the time and effort needed to reach a service provider (Seiders et al., 2000). convenience is of primary concern, and which determines their purchasing habits and loyalty (Rowley, 2005). Service convenience can affect value and experience then affect satisfaction so that it can generate revisit intention in cruisers (Shahijan et al., 2018).

2.1.2 Hedonic motivation

Hedonic has been described as a multi-sensorial experience that elicits emotions and affections through the use of the product and involves aesthetical perception, fantasy and enjoyment (Dhar & Wertenbroch, 2000).

Motivation for purchasing goods can range from incidental to shopping experiences. Consumers are more inclined to buy so they can shop (incidentally or to have a shopping experience), not shopping so they can buy (Karim et al., 2003). The entertainment aspect of retailing is viewed as a key competitive tool (Arnold and Reynolds, 2003). Entertainment and exploration are considered to contribute to hedonic value (Timo et al., 2006). Hedonic also refers to recreational, pleasurable, intrinsic, and stimulation-oriented motivations (Nguyen et al., 2007). Hedonic led to fun and enjoyment, give trust and privacy concerns (Rahman et al., 2018). In a service context, hedonic services (e.g., hotels, movies) tend to be associated with fun, pleasure and excitement; they are inherently experience- and process-oriented (Collier et al., 2014; Prebensen and Rosengren, 2016)

2.1.2.1 Social Status

Social status is recognized as an important motivator of human behaviour (Ivanic and Nunes, 2009; Anderson et al., 2015) and have an influence on motivation when shopping in public not in private (Griskevicius et al., 2010). Motivation for status can influence consumers' perceptions both in terms of environmental and social sustainability and stronger for those higher in the cultural value of collectivism. The motivation for status influencing sustainability, impact of materialism, particularly in terms of uniqueness, for social sustainability, but not for environmental sustainability especially in retail (Tascioglu et al., 2017). Social influence is more important than vanity in enhancing the desire to use fashion products and the most relevant in shaping shopping influence and exhibitionist tendency as a mediator between passionate desire for fashion products and self-expression (word-of-mouth) to likely to enjoy showing off fashion products to others (Loureiro et al., 2017). Patron status can differ from others in order to suggest their power and success, differ from others and it reflect hedonism and other psychographic characteristics that they want to use products to which others have limited access, no matter what the price (Husic and Cicic, 2009). Status is in line with the customer appearance. Fashion-conscious consumers are likely to rely on the style and design of luxury, Fashion-conscious consumers are likely to rely on the style and design of luxury to improve their status (Leung et al., 2015). Self-expression in social life can be reached with buying of luxury goods links with luxury shopping during overseas holidays and self, self-expression in social life and conforming with others or with the self (Li et al., 2020).

2.1.2.2 Brand Image

Brand name is consumer's image perception that acts as extrinsic cues in predicting retailer's product quality and contribution to store loyalty (Koschate-Fischer et al., 2014). It can consist of private/personal label brands and corporate brand. The corporate brand image and consumer confidence have a significant effect on the intention to behave (Rosmayanti and Mardhatillah, 2020). Personal label brands can also attract customer visits to retail stores mainly because of the strength of the retail store's brand name and this can lead to increased merchandise sales (Manikandan, 2020). No exception to branded commodity foods in groceries, with the changing socio-economic consumers are buying branded products as they tend to relate branded products with quality and value for money (Kathuria and Paramjeet, 2013). Brand is also related to customer trust. In offline store or online company web site with well-known brand name, customer feel more confidence of shopping and increasing intention to purchase (Hongyoun and Kim, 2009). In luxury market, brand image is the significant influence luxury consumption with fashion, store atmosphere and patron status (Husic and Cicic, 2009).

2.1.3 Purchase decisions

Purchase decisions has been described as either thinking or feeling processes on affect, emotion, passion, soul, and intuition in one hand and cognition, reason, intellect, mind, and logic on other hand (Baumgartner, 2015). It's means that lot of factor can influence of decisions such as time-saving and money-saving (Xu et al., 2019), level of confidence and consumers' interrelationships as conduits from word-of-mouth processes (Voyer and Ranaweera, 2015). Beside from own decision, purchasing decision can also be affected by their spousal (Xia et al., 2006) and from children while in family (Thomson, 2004).

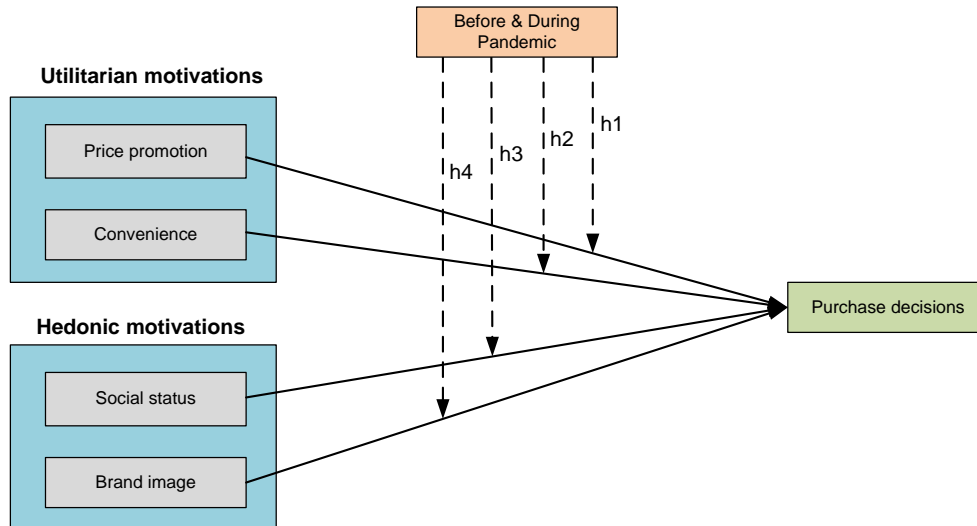
Conceptual framework

Carlson and Weathers (2008) demonstrate that the seller's attributes in pricing may influence consumer's decision. It's means that same product with two or more prices will affect different purchase decision. Surcharge when purchase product will affect decreasing purchase intentions (Xia and Monroe, 2004). Haryanto et al, (2019) found that convenience is the final stimulus together with price and quality to influence the positive purchase decision in the traditional foods. In airline ticket purchase, convenience related to price, security, risk, involvement, familiarity and variety give positive influence to purchase decision (Harcara and Yucelt, 2012). In online purchase, convenience, price, wider selection and customer service were the most common factors which motivated the consumers for online purchase (Delafruz and Paim, 2011). Yi (2017) found that social status and brand names effect on different purchase decision, low status customer more likely prefer ordinary products.

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The impact of Covid outbreak on the manufacturing firms is very severe and medium-to-long-term impacts and predicted to be higher than of any other previous major outbreaks such as 2003 SARS and 2009 H1N1 (Koonin, 2020; Mogaji, 2020). This situation also can serve as moderating variable that effect on relationships between these variables during pandemic when compare with before pandemic. Below is the relationship between shopping motivations toward the purchase decisions:

Figure 2. Relationship between shopping motivations toward purchase decisions



Hypothesis development

The covid19 pandemic changed many sectors and also impacts to supply chain globally, make disruption, demand of product increase substantially and suddenly, manufacturing and distribution the product (Paul and Chowdhury 2020). Covid19 pandemic is not only reveals the fragility of the food supply chain ecosystem but also potential failure of society adapts to meet their needs (Mollenkopf et al., 2020) then make fear of shortage of supply and fear to psychological risk (e.g., fear of out-of-stock items) or physical risk (e.g., fear of illness), as a result, people have high intention to buy even when prices of stock are high (Naeem, 2020). By looking at these conditions, consumers tend to try to buy their needs and provide stock and they do not take price as a reason for purchasing, this study establish the following hypothesis.

H1 : The effect of price promotion motivation toward online purchase decision during pandemic is lower than before pandemic.

Covid19 pandemic restrict consumer access to supermarkets and liquor stores over the lockdown (Hall et al., 2020). It is also bringing up panic buying of essential items on superstore shelves, tilted towards impulse buying behaviour essential and non-essential goods (Ahmed et al., 2020). Shah (2020) found the significant effect of fear of complication of Covid19, knowledge about Covid19, health consciousness and attitudes towards purchase intentions. Covid19 also give more vulnerable because of lack of control and powerless (Naeem, 2020). This causes the customer's compulsion to accept the condition as it is when shopping and it is assumed that they are looking for convenience in online shopping. By looking at these conditions, the second hypothesis is as follow.

H2 : The effect of convenience motivation toward online purchase decision during pandemic is higher than before pandemic.

Income and social status can make disparity in consumption and shopping motives between higher and lower income. With the higher income households having already satisfied their needs for basic necessities and then consumers having realized their consumption of private cars and condominium-type housing (Wong and Lu, 2002). Again, covid19 pandemic impacted both supply and demand factors and shut down every economy in the world (Handfield, 2020). Covid19 pandemic also significant impacts on the labour market, falling unemployment and beginning of the decade financial crisis (Almeida and Santos, 2020; McGann et al., 2020). This condition causes customers to prefer to play it safe to save money and ignore their social status for a while. This condition is assumed to also apply at the time of shopping. On the other hand, Covid19 causes people shared their social interpretations of perceived unavailability, panic, anxiety, afraid, frustration, helplessness, sadness, shock and their experiences on social media (Naeem, 2020). This condition is assumed to cause

customers to ignore their status on social media and also affect their shopping considerations. With these two conditions, this study hypothesized the negative effect on social status toward purchased decision as follow

H3 : The effect of social approval motivation toward online purchase decision during pandemic is lower than before pandemic.

Covid19 pandemic cause shockwave through the luxury sector. Social distance is burden keeping luxury customers far from the physical stores and other luxury outlets (Batat, 2020). Luxury customers are either not able to or, if having the opportunity, are reluctant to visit luxury retail stores (Klaus and Manthiou, 2020). Luxury industry experts a decline of 25%–30% in global luxury sales in the first quarter of 2020 (D’Arpizio et al., 2020). The decline in sales in the luxury sector is assumed to also occur in other product brands and indicates that the product brand image is not so important at this time because it has not been able to maintain the total sales value of these products. It is hypothesized that brand image is no longer a consideration motivation as follow

H4 : The effect of brand image motivation toward online purchase decision during pandemic is lower than before pandemic.

3. Research Methods

3.1 Measurement

The questionnaire for this study contained multi-item measures of price promotion, convenience, status social, brand image and purchase decision. Price promotion was measured using terms of six regular promotional activities by Chung (2006) and using 4 items adapted from existing research (Lam et al., 2001; Martínez-Ruiz et al., 2006; Grewal et al., 2009; Leischnig et al., 2011; Barone and Roy, 2010) based on the definition of price promotion from Raghuram and Corfman (1999): “reduce the price for a given quantity or increase the quantity available at the same price, thereby enhancing value and create an economic incentive to purchase”. The items to measure convenience were taken from previous measures of overall level of convenience from Moeller et al. (2009) and conceptualizes service convenience as a multidimensional construct with five first order factors (Seiders et al., 2007). Social status was measured using the scale developed by Wiedmann et al. (2009) and Bearden et al. (1989). Brand image scale developed brand loyalty (Bennett et al., 2005; Jones & Suh, 2000). Brand image and was composed of measured in a number of successive purchases of the same brand (Ha & Park,

2012). Finally, purchase decision was measured dimensions of purchase decision making by Mondelaers et al. (2009), Rezai et al. (2012) with five item scale adapted from the study of Shareef et al. (2008). All measures used five-point Likert-type scales, which ranged from strongly agree (+5) to strongly disagree (+1).

3.2 Data collection and analysis

Data to test the hypotheses were collected by a web questionnaire in Greater Jakarta. Greater Jakarta itself consists of Jakarta, Bogor, Depok, Tangerang and Bekasi. The total population of Greater Jakarta in 2020 around 22.9 million people with 73% of the distribution is 15-year-old and over (around 16.9 million people). Sampling had been carried out by cross section method, once during pandemic. The questionnaire answer data were processed using multiple regression method, use data analysis software SPSS 25 for window.

4. Result

4.1 Data analysis

The data were gathered through the internet questionnaire. For the final survey, a total of 237 survey questionnaires were collected, 6 invalid questionnaires were eliminated and 231 questionnaires retained for analysis. The response rate is 97.5%. Table 1 shows that 63.6% of respondents are male, more than 79% of the respondents was having family and more than 58% of the respondents belong to the Y generation, defined as people born between 1986–1995. Almost 82% of the respondents’ education is at bachelor degree and above, 65.4% are office workers and 60.6% are stay in Jakarta.

Table 1. Profile of respondents

Parameter	%	Parameter	%
Gender		Age	
Male	63.6%	16 – 25	9.5%
Female	36.4%	26 – 35	58.9%
Marital Status		36 – 45	23.4%

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Single	20.3%	46 – 55	7.4%
Married	79.7%	56 – 65	0.9%
Level of education		Occupation	
Senior High School	11.7%	House wife	9.1%
Diploma Degree	5.6%	Entrepreneur	13.0%
Bachelor Degree	69.7%	Office worker	65.4%
Postgraduate Degree	13.0%	Other	12.6%
Area		Online shopping platform	
Jakarta	60.6%	Tokopedia	32.7%
Bogor	6.9%	Shopee	26.4%
Depok	3.9%	Bukalapak	7.2%
Tangerang	18.2%	Blibli	7.7%
Bekasi	10.4%	JD.id	6.9%
		Lazada	7.6%
		Zalora	5.7%
		Others	5.7%
Frequency of online shopping in last 3 months		Spending of online shopping in last 3 months	
<3	22.1%	<IDR 1,000,000	40.7%
3 – 7	39.8%	IDR 1,000,000 – IDR 5,000,000	48.9%
>7	38.1%	>IDR 5,000,000	10.4%

4.2 Validity and Reliability test

A validity and reliability test using SPSS was conducted to test the variable. Validity can be assessed by the average extracted variances (AVE) and all were above the recommended 0.50 level (Fornell & Larcker, 1981). All item of variable was valid except 1 item for price variable that below of recommendation and this item didn't used. The reliability for all item was above the recommended 0.70 level (Hair et al., 1998). The component validity and Cronbach's alpha shown at table 2.

Table 2. The Result of Validity and Reliability Test

Variable	Item	Component	Cronbach's Alpha
Price (PRI)	PRI1	0.811	0.829
	PRI2	0.893	
	PRI3	0.848	
	PRI4	0.695	
Convenience (CON)	CON1	0.962	0.930
	CON2	0.963	
	CON3	0.884	
	CON4	0.280	
Social Status (SOC)	SOC1	0.823	0.864
	SOC2	0.825	
	SOC3	0.862	
	SOC4	0.862	
Brand Image (BRN)	BRN1	0.768	0.831
	BRN2	0.840	
	BRN3	0.841	
	BRN4	0.816	
Purchase Decision (PDC)	PDC1	0.904	0.883
	PDC2	0.895	
	PDC3	0.822	

	PDC4	0.816	
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4.3 Hypothesis Testing

The hypothesized relationships were tested using the multiple regression analysis of SPSS 25 for Windows. Though variable only convenience and brand image were significant correlated to purchase decision both during pandemic or before pandemic ($p < 0.05$). The coefficient of convenience during pandemic was 0.73 meanwhile before pandemic was 0.64 indicating that H2 is accepted. Then coefficient of brand image during pandemic was 0.27 and 0.33 before pandemic also indicating that H4 is accepted. Price and social status were not significant correlated to purchase decision ($p > 0.05$) indicated that H1 and H3 are rejected. Consequently, the results of this study showed that convenience have positive impact to purchase decision during pandemic meanwhile brand image have negative impact.

Table 3 The Result of Multiple Regression Analysis

Hypothesis	Situation	R2	Un-Std. Coeff. (β)	Std. Error	Sig.	Conclusion	
H1: PRI --> PDC	During Pandemic (DP)	0.780	0.016	0.040	0.690	Not Supported	H1 Rejected
	Before Pandemic (BP)	0.720	0.066	0.042	0.122	Not Supported	
H2: CON --> PDC	During Pandemic (DP)	0.780	0.730	0.062	0.000	Supported	$\beta_{DP} > \beta_{BP}$ H2 Approved
	Before Pandemic (BP)	0.720	0.640	0.061	0.000	Supported	
H3: SOC --> PDC	During Pandemic (DP)	0.780	-0.015	0.037	0.681	Not Supported	H3 Rejected
	Before Pandemic (BP)	0.720	-0.056	0.038	0.137	Not Supported	
H4: BRN --> PDC	During Pandemic (DP)	0.780	0.271	0.054	0.000	Supported	$\beta_{DP} < \beta_{BP}$ H4 Approved
	Before Pandemic (BP)	0.720	0.326	0.051	0.000	Supported	

5. Discussion

This paper is an empirically validation of existing theories into the newly context of online shopping, which has become available and popular recently. This study investigated the direct effects of pandemic on price, convenience, status social, and brand image toward purchase decision. Integrating these perspectives and empirically examining the factors that build customer decision in online shopping. The result indicated that the effect of convenience factors (utilitarian) toward purchase decisions was higher during pandemic than before pandemic, meanwhile the effect of brand image toward purchase decisions was lower during pandemic than before pandemic. While price and social status were not significantly correlated to purchase decisions before and during pandemic. This finding suggests that convenience plays a crucial influenced to the online purchased decision.

The research found there is no significant effect on price promotion to purchase decisions both before and during pandemic. It was confirmed by previous study stated that people have high intention to buy even when prices of stock are high (Naeem, 2020), so price promotion was not the main consideration on online shopping platform during pandemic. This finding, strengthen the result that there was significant effect of convenience toward purchase decisions during pandemic higher than before pandemic. On other research also found the significant effect of fear of complication of Covid19, knowledge about Covid19, health consciousness and attitudes towards purchase intentions. Covid19 also give more vulnerable because of lack of control and powerless (Naeem, 2020). Convenience on online shopping is the one of main factor that online shopper consider the most during pandemic, they prioritize the safety and health therefore they use online platform to

shop their needs without physically come to the store shown by the research of [Anastasiadou \(2020\)](#) a significant number of customers will start to purchase their food online, which could eventually contribute to a rise in e-commerce.

In this study, researcher testing the effect of social status toward purchase decision on online shop during pandemic was lower than before pandemic and the result was rejected. This is in line with previous study that shown that Australian and American groups present different results on the effect of the social motive on online purchase intentions. The influence of social motive is significant for the Australian group, while it is insignificant for the American group ([Dharmesti, 2019](#)). Those research result show before pandemic, social status had different effect on online shopping in different area or country. Based on that researcher believe social status is not the main consideration on purchase decisions before and during pandemic.

Although the result shown brand image significantly affected purchase decision both before and during pandemic, but during pandemic has lower effect compare to before pandemic. This finding bring a strong believe in which brand image is also related to customer trust. In offline store or online company web site with well-known brand name, customer feel more confidence of shopping and increasing intention to purchase ([Hongyoun and Kim, 2009](#)). Although during pandemic showing lower concern on that factor, brand image is still important for online shopper for having original product, after sales service (e.g. guarantee) and trusted online platform.

6. Conclusion

This research is a response to questions about what factors influence for customer purchase decisions research in online shopping. Convenience is the most significant correlated to purchase decision and have positive impact during pandemic related to the safety and health priority therefore they use online platform to shop their needs without physically come to the store. This finding supports previous research by [Delafrooz and Paim \(2011\)](#) has shown that convenience can give positive influence to purchase decision. Brand image is still playing important role for online shopper for ensuring originality of the product, after sales service and online platform brand that could be trusted. Therefore brand image also have significant impact to purchase decision even with negative impact in the pandemic. This is in line with previous research that brand image is more important in online and can play an important role ([Degegeratu et al., 2000](#); [Kim and Lee, 2020](#); [Rosmayani and Mardhatillah, 2020](#); [Saini and Lynch Jr, 2016](#)). The finding related to price, that there is no significant effect on purchase decisions, breaking the hypothesis model and contradicting with the previous research by [Kim and Lee \(2020\)](#) that price promotion can increase purchase decision both online and offline channels and have effects across multiple channels ([Avery et al., 2012](#); [Breugelmans and Campo, 2016](#); [Frasquet et al., 2017](#); [Herhausen et al., 2015](#)). This condition is the impact of health and safety priority during pandemic. In social status previous research by [Maria et al \(2019\)](#) found that status social is more important than vanity in enhancing the desire to use fashion product and then clothing have a role in social status identity ([McNeill and McKay, 2016](#)). It turns out that it is contradicts with the findings of social status does not have a significant effect on purchase decisions caused by the existence of various and different research result showing social status is not main consideration for online shopper to decide their purchase decisions. Finally, online retailers still have to focus on utilitarian and hedonic variables, each of which still has an effect on purchase decisions.

These findings also provide several information for online shop management. While convenience and brand image have the strongest influence on purchase decisions, the online shop management needs concern more with this variable. As suggested by our proposed model, convenience should develop with easy of doing, easy of transaction, avoid queues as excellent service and for brand image should focus on the originally, famous product, quality and variation of the product. Management attention might more fruitfully focus on the “development” of these parameter. Thus, creating and maintaining customer convenience and keep brand image is an appropriate and necessary strategy for developing customer purchase decision. In addition, managers should care about the customer convenience and brand image of product in the online shopping. The convenience can avoid fear and affect consumer pleasure, which, in turn, influence the customer purchase decision.

However, the findings of this study have several limitations that can be addressed in the future research. First, the scope of this study was limited to correspondent in the great Jakarta metropolitan area, future researches conducted with more representative pools reflecting broader demographical areas like on the Java island area or even country level area, Indonesia. Second, we did survey via questionnaire only one-time during pandemic. To improve the accuracy of the data, it is necessary to collect other data when the pandemic has lasted longer and new lifestyles are starting to form. Third, the variables in the research are limited to four independent variables, 2 variables represent utilitarian and the other 2 represent hedonic. To be able to provide a clearer picture, it is necessary to add other variables. Finally, this study was conducted with a questionnaire

sampling data research approach. Additional technique sampling data research is needed to evaluate the validity of the investigated models and our findings. Other method might enhance our understanding of the interrelationships between variables important to purchased decision in online shopping contex.

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